

ORDER



Orders	Order / Rev:	104472	Alt Order #:	06833667	Product Desc:	HOUSE MAJORITY PAC	Estimate:	1428	Flight Dates:	09/21/12 - 10/01/12	Original Date / Rev:	07/19/12 / 09/10/12	Order Type:	GENERAL	Primary AE:	Amy McCreary
														Sales Office:	BLPHI	
														Sales Region:	National	
Agency	Name:	Waterfront Strategies			Buying Contact:				Billing Type:	Cash			Billing Calendar:	Broadcast		
						1010 Wisconsin Ave, NW			Billing Cycle:	EOM/EOC						
						Washington, DC 20007			Agency Commission:	15%						
Advertiser	Name:	House Majority PAC <i>revised</i>			Demographic:	A35+			New Business Thru:				Order Separation:	00:05:00		
						PLI2			Advertiser External ID:							
						SELECT PRIORITY CODE										
						POLITICAL/AGY, PISSED, GEN			Agency External ID:							

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals				
					Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/30/12	86	\$52,825.00	\$44,901.25	September 2012	86	\$52,825.00	\$44,901.25	0.00
10/01/12	10/01/12	12	\$10,375.00	\$8,818.75	October 2012	12	\$10,375.00	\$8,818.75	0.00
					Totals	98	\$63,200.00	\$53,720.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Amy McCreary Start Of Order - End Of Order 100%

Order Share	Share	Total
KSNV	31%	\$63,200.00
Market	100%	\$203,870.97

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$53,006.45
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$32,619.35
KTUD	1%	\$2,038.71
KVVU	18%	\$36,696.77
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$16,309.68

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/18/12	10/01/12	Wake Up Early w/ Wagners	6M	430a-5a	MTWT--S	:30	1	\$200.001	0.00	NM	2	\$400.00	

COMMENTS APPLY TO SUB LINES A THRU B
WAKE UP EARLY W/ THE WAGNERS CNX 1X

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KSNV

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KSNV

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E 12	KSNV	09/18/12	10/01/12	The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	2	\$325.001	0.00	NM		2	\$650.00
NEWS 4: THE AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/25/12 10/01/12 MTWTF-- 2 \$325.00 0.00															
E 13	KSNV	09/18/12	10/01/12	Days of our Lives	CM	1258p-2pm	MTWTF--	:30	3	\$425.001	0.00	NM		3	\$1,275.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/18/12 09/24/12 ----- 0 \$425.00 0.00															
Week: 09/25/12 10/01/12 MTWTF-- 3 \$425.00 0.00															
E 14	KSNV	09/18/12	10/01/12	The Doctors	CM	2pm-3pm	MTWTF--	:30	2	\$325.001	0.00	NM		2	\$650.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/18/12 09/24/12 ----- 0 \$325.00 0.00															
Week: 09/25/12 10/01/12 MTWTF-- 2 \$325.00 0.00															
E 15	KSNV	09/18/12	10/01/12	Dr. Phil	CM	3-4p	MTWTF--	:30	2	\$450.001	0.00	NM		2	\$900.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/18/12 09/24/12 ----- 0 \$450.00 0.00															
Week: 09/25/12 10/01/12 MTWTF-- 2 \$450.00 0.00															
E 16	KSNV	09/30/12	09/30/12	Chris Matthews 9:30AM	SM	9:30a-10a	-----S	:30	1	\$500.001	0.00	NM		1	\$500.00
CHRIS MATTHEWS SHOW CNX 9/23															
CHRIS MATTHEWS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12 09/30/12 -----S 1 \$500.00 0.00															
E 17	KSNV	09/25/12	10/01/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MTWTF--	:30	1	\$600.001	0.00	NM		1	\$600.00
4PM NEWS (1 hour)															
FIRST NEWS 3 AT FOUR CNX 9/18															
FIRST NEWS 3 AT FOUR PLEASE AIR ALL SPOTS PRIOR TO 10/1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/25/12 10/01/12 MTWTF-- 1 \$600.00 0.00															
E 18	KSNV	09/18/12	10/01/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MTWTF--	:30	3	\$725.001	0.00	NM		3	\$2,175.00
4PM NEWS (1 hour)															
(4:30 PM-5:00 PM)															
NEWS 4 AT 430P NO CHANGE SORRY															
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/18/12 09/24/12 ----- 0 \$725.00 0.00															
Week: 09/25/12 10/01/12 MTWTF-- 3 \$725.00 0.00															
E 19	KSNV	09/18/12	10/01/12	M-F Early News	CM	5-630p	MTWTF--	:30	3	\$1,200.001	0.00	NM		3	\$3,600.00
M-F Early News															
M-F Early News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/18/12 09/24/12 ----- 0 \$1,200.00 0.00															
Week: 09/25/12 10/01/12 MTWTF-- 3 \$1,200.00 0.00															
E 20	KSNV	09/22/12	09/29/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$675.001	0.00	NM		1	\$675.00
Sa-Su Early News															
Sa-Su Early News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12 09/23/12 ----- 0 \$675.00 0.00															
Week: 09/24/12 09/30/12 -----S- 1 \$675.00 0.00															
E 21	KSNV	09/18/12	10/01/12	M-F Jeopardy	CM	630-7pm	MTWTF--	:30	3	\$1,000.001	0.00	NM		2	\$2,000.00
M-F Jeopardy															
COMMENTS APPLY TO SUB LINES A THRU B															
JEOPARDY PLEASE PLACE ALL SPOTS PRIOR TO 10/1.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/18/12 09/24/12 ----- 0 \$1,000.00 0.00															
Week: 09/25/12 10/01/12 MTWTF-- 2 \$1,000.00 0.00															
E 22	KSNV	09/18/12	10/01/12		CM	7-730pm	MTWTF--	:30	2	\$1,000.001	0.00	NM		2	\$2,000.00

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KSJV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F Wheel												
				M-F Wheel of Fortune												
				WHEEL OF FORTUNE PLEASE AIR ALL SPOTS PRIOR TO 10/1												
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating						
				Week: 09/18/12	09/24/12	-----	0	\$1,000.00	0.00							
				Week: 09/25/12	10/01/12	MTWTF--	2	\$1,000.00	0.00							
E 23	KSNV	09/22/12	09/29/12	Weekend Jeopardy/Wha@M		630-730pm		-----S-	:30	1	\$525.00	1	0.00	NM	1	\$525.00
				WKND Jeop/Wheel												
				JEOPARDY/ WHEEL OF FORTUNE												
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating						
				Week: 09/17/12	09/23/12	-----	0	\$525.00	0.00							
				Week: 09/24/12	09/30/12	-----S-	1	\$525.00	0.00							
E 24	KSNV	10/01/12	10/01/12	Mon PR 8-10p	CM	8-10pm		M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
				Monday Prime 8-10pm												
				THE VOICE CNX 9/24												
				THE VOICE												
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating						
				Week: 10/01/12	10/07/12	M-----	1	\$4,000.00	0.00							
E 25	KSNV	09/30/12	09/30/12	Jeopardy in PRIME	CM	SU 930-10p		-----S	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
				Jeopardy in Prime												
				TBD CNX 9/23												
				TBD												
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating						
				Week: 09/24/12	09/30/12	-----S	1	\$1,200.00	0.00							
E 26	KSNV	09/30/12	09/30/12	LAW & ORDER (synd) R@M	SU	10-11p		-----S	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
				Law & Order (synd) PRIME												
				LAW & ORDER CNX 9/23												
				LAW & ORDER												
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating						
				Week: 09/24/12	09/30/12	-----S	1	\$1,200.00	0.00							
E 27	KSNV	09/18/12	10/01/12	M-F News 3 at Eleven	CM	11pm-1135pm		MTWTF--	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
				M-F News 3 at Eleven												
				NEWS 3 NIGHTSIDE												
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating						
				Week: 09/18/12	09/24/12	-----	0	\$1,200.00	0.00							
				Week: 09/25/12	10/01/12	MTWTF--	1	\$1,200.00	0.00							
E 28	KSNV	09/22/12	09/29/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm		-----S-	:30	1	\$1,100.00	1	0.00	NM	2	\$2,200.00
				Sa-Su News 3 at Eleven												
				NEWS 3 NIGHTSIDE												
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating						
				Week: 09/17/12	09/23/12	-----S-	1	\$1,100.00	0.00							
				Week: 09/24/12	09/30/12	-----S-	1	\$1,100.00	0.00							
E 29	KSNV	09/25/12	10/01/12	Late Night w/Fallon	CM	1237a-136am		MTWTF--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
				Late Night w/Fallon												
				TONIGHT SHOW W/ JAY LENO CNX 9/18												
				TONIGHT SHOW W/ JAY LENO												
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating						
				Week: 09/25/12	10/01/12	MTWTF--	1	\$500.00	0.00							
N 30	KSNV	09/29/12	09/29/12	SIGN ON-SIGN OFF	CM	5a-459a		-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
				ROS		(5:00 AM-6:00 AM)										
				SATURDAY TODAY												
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating						
				Week: 09/24/12	09/30/12	-----S-	1	\$625.00	0.00							
N 31	KSNV	09/22/12	09/22/12	News 3 Live in Prime	CM	7-10pm		-----S-	:30	1	\$675.00	1	0.00	NM	1	\$675.00
				News 3 in Prime												
				SATURDAY TODAY												
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating						
				Week: 09/17/12	09/23/12	-----S-	1	\$675.00	0.00							
N 32	KSNV	09/22/12	09/22/12	SIGN ON-SIGN OFF	CM	5a-459a		-----S-	:30	1	\$525.00	1	0.00	NM	1	\$525.00
				ROS		(9:00 PM-10:00 PM)										
				JEOPARDY/ WHEEL OF FORTUNE												
				Start Date	End Date	Weekdays	Spots/Week		Rate	Rating						
				Week: 09/17/12	09/23/12	-----S-	1	\$525.00	0.00							

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N49	KSNV	09/21/12	09/24/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	M---F--	:30	3	\$725.001	0.00	NM		3	\$2,175.00
4PM NEWS (1 hour) NEWS 4 AT 430P FLIGHT DATE CHANGE TO 9/21															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 09/21/12 09/27/12 M---F-- 3 \$725.00 0.00															
N50	KSNV	09/21/12	09/24/12	M-F Early News	CM	5-630p	M---F--	:30	3	\$1,200.001	0.00	NM		3	\$3,600.00
M-F Early News EARLY NEWS FLIGHT CHANGE TO 9/21															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 09/21/12 09/27/12 M---F-- 3 \$1,200.00 0.00															
N51	KSNV	09/21/12	09/24/12	M-F Jeopardy	CM	630-7pm	M---F--	:30	3	\$1,000.001	0.00	NM		3	\$3,000.00
M-F Jeopardy JEOPARDY FLIGHT CHANGE TO 9/21 START..															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 09/21/12 09/27/12 M---F-- 3 \$1,000.00 0.00															
N52	KSNV	09/21/12	09/24/12	M-F Wheel	CM	7-730pm	M---F--	:30	2	\$1,000.001	0.00	NM		2	\$2,000.00
M-F Wheel of Fortune WHEEL OF FORTUNE FLIGHT CHANGE TO 9/21															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 09/21/12 09/27/12 M---F-- 2 \$1,000.00 0.00															
N53	KSNV	09/21/12	09/24/12	M-F News 3 at Eleven	CM	11pm-1135pm	M---F--	:30	1	\$1,200.001	0.00	NM		1	\$1,200.00
M-F News 3 at Eleven NEWS 3 NIGHTSIDE FLIGHT CHANGE TO 9/21															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 09/21/12 09/27/12 M---F-- 1 \$1,200.00 0.00															

Totals 98 \$63,200.00